

**2011 State Damage Prevention Program Grants Final Report**  
**Funding Opportunity Number: DTPH56-11-SN-0001**  
**CFDA Number: 20.720**

**Award Number:** *DTPH56-11-G-PHPS18*

**Project Title:** *Miss Utility of West Virginia State Damage Prevention*

**Date Submitted:** *May 17, 2012*

**Submitted by:** *John D. Blackwell, CPA, Miss Utility of West Virginia*

**Specific Objective(s) of the Agreement**

*Under this agreement, the MUWV will:*

- *Support Public Awareness and Stakeholder Education*
- *Laws and Regulations of the damage prevention process.*

**Workscope**

*Under the terms of this grant agreement, the Grantee will address the following elements listed in 49 USC 60134 through the actions in has specified in its Application.*

- *Element (5): A process for fostering and ensuring active participation by all stakeholders in public education for damage prevention activities.*
- *Element (7): Enforcement of State damage prevention laws and regulations for all the aspects of the damage prevention process, including public education, and the use of civil penalties for violations assessable by the appropriate State authority.*

**Accomplishments for the grant period (Item 1 under Agreement Article IX, Section 9.02**

**Final Report: “A comparison of actual accomplishments to the objectives established for the period.”)**

- *Element(5): We accomplished all our goals under this objective by conducting a billboard, television, newspaper and industry newsletter campaign to promote the State’s damage prevention safety messages to underground facility owners, as well as implementing a rebranding campaign to make Miss Utility more recognizable in the public eye, and associating Miss Utility with West Virginia 811. A local advertising and marketing agency was used to create a new logo, and incorporate it in all Miss Utility materials including billboards, television commercials, letterhead, business cards, and other promotional items. We feel very strongly that this was well received and West Virginia 811 and Miss Utility are now better recognized in the State and local communities.*
- *Element(7): We were able to accomplish this goal by conducting meetings with the Law enforcement agencies to promote laws and regulations of the damage prevention process. We conducted meetings with the Association of Counties, several County and metropolitan police forces, various sheriff departments throughout West Virginia, sponsorship and attendance at a Safety Expo, and through distribution of marketing materials and promotional items to Sheriff Associations around the State relating to the Miss Utility, West Virginia 811 “It’s the Law” campaign.*

**Quantifiable Metrics/Measures of Effectiveness (Item 2 under Article IX, Section 9.01 Project Report: “Where the output of the project can be quantified, a computation of the cost per unit of output.”)**

Under this grant the specifics of the output are very hard to quantify. This grant was used more for a public awareness of the rebranded West Virginia 811 and the processes behind Miss Utility of West Virginia with both the general public and law enforcement in mind. We feel that a very directly aimed series of events towards local and county law enforcement were very well attended, and the education of law enforcement on the penalties of violations, were very well received. The rebranding not only educated the public, but the new logo made Miss Utility more visible and more easily recognized throughout the State of West Virginia. We feel very successful in the results of each element in meeting our objectives.

**Issues, Problems or Challenges (Item 3 under Article IX, Section 9.01 Project Report: “The reasons for slippage if established objectives were not met. “)**

*There were no issues or problems in meeting our objectives under this grant.*

**Final Financial Status Report**

*“The final financial report has been sent as a separate attachment to the AA.”.*

**Requests of the AOTR and/or PHMSA**

*“No actions requested at this time”*